PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: S. Sabella DATE: March 5, 1990

FROM: A. MacRae

SUBJECT: Cambridge Coupon Allocation - April

The total national allocation in April of 3.3 million $2.00 coupons (P.O.S. #49397) is based on Cambridge's projected sales during the month of April. These coupons will be used during the 2nd quarter.

To generate greater trial and awareness for Cambridge and to provide a defensive tool against competitor pack price initiatives, all sections may convert a portion of their coupons to $0.25 pack stickers (P.O.S. #43271 then #49435). Sticker requests must be evenly exchanged at a ratio of 6 stickers for every $2.00 coupon.

In addition, we are now producing $0.25 pack coupons for outlets that won't accept $0.25 pack stickers. Therefore, sections may also convert a portion of their $2.00 carton coupons to $0.25 pack coupons (P.O.S. #49465). Similar to pack stickers, coupon requests must be evenly exchanged at a ratio of 6 $0.25 pack coupons for every $2.00 carton coupon.

cc: F. Alfieri
D. Berenson
A. Goldfarb
J. Greene
R. Huckfeldt
D. Hufford
M. Mahan
M. Mancuso
R. Mikulay
J. Nellenbach

AM/rm

2049026354

Source: https://www.industrydocuments.ucsf.edu/docs/yrfn0004

CAMBRIDGE MONTHLY COUPON ALLOCATION - APRIL

SECTION	% VOL CONT. 6MM - DEC	% DIRECT VOL TRANS-OUT	% DIRECT VOL TRANS-IN	ADJUSTED % VOL CONT. 6MM - DEC	TOTAL $2.00 ALLOCATION
11	1.73	10	15	1.90	59,900
12	1.01	25	20	0.99	31,100
13	2.41	22	11	2.20	69,600
14	0.52	3	4	0.55	17,300
15	1.10	16	20	1.21	38,300
16	2.99	23	13	2.73	86,300
Subtotal Region 1					302,500
21	1.20	14	20	1.33	42,100
22	3.11	22	26	3.38	106,600
23	5.35	16	10	5.22	165,000
24	2.66	21	24	2.89	91,200
25	2.20	22	30	2.55	80,500
26	3.18	7	7	3.32	104,700
Subtotal Region 2					590,100
31	3.18	23	14	2.96	93,500
32	3.47	10	12	3.69	116,700
33	6.02	12	21	6.98	220,600
34	8.42	12	13	8.87,	280,300
35	5.71	19	18	5.90	186,300
36	3.32	21	16	3.27	103,300
Subtotal Region 3					1,000,700
41	2.02	3	5	2.15	68,000
42	6.14	21	22	6.47	204,300
43	2.50	17	8	2.27	71,700
44	5.92	6	7	6.24	197,000
45	5.98	7	7	6.30	199,100
46	3.64	16	31	3.83	121,100
Subtotal Region 4					861,200
51	3.43	5	3	3.51	110,800
52	5.26	17	6	4.86	153,500
53	2.83	10	7	2.87	90,700
54	4.19	19	25	4.70	148,400
55	1.14	11	21	1.33	42,100
Subtotal Region 5					545,500
TOTAL	100.00			100.00	3,300,000

2049026355

Source: https://www.industrydocuments.ucsf.edu/docs/yrfn0004